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Retail Price List for 1950

Buy Benson's Better Bulbs for Finer Flowers

GEO. C. BENSON

Grower and Hybridist
Swartz Creek, Mich.

Phone 4-1

Member N. E. G. S.

Member M. G. S.

Member W. G. S.



Golden Glory Garden Collection

25 Large Selected Bulbs, All Colors, Prepaid \$1.25

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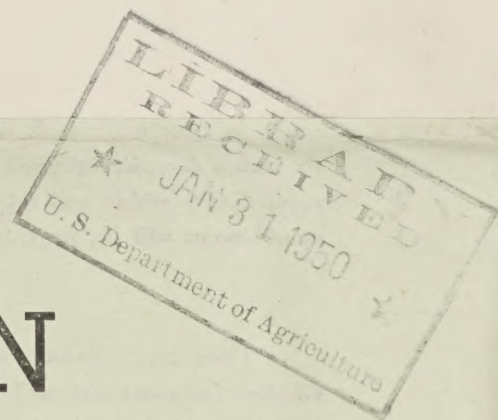
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GEO. C. BENSON

CORNER HILL AND MORRISH ROADS

Just 1 Mile South of Swartz Creek

Greetings for 1950: Thanks to all "Glad Fans" and friends for orders, inquiries, etc., during 1949. Another year has gone into the limbo of the past and by a supreme effort we are really going to get this list out in November. NO JOBBERS' LIST.

A word about policy.—Again let me reiterate. Needless ballyhoo, fantastic bombast or buncombe as to size or other attributes, tricky psychology and all kinds of high pressure selling methods are definitely OUT. It is my fixed intention to stick closely to plain facts; to make no use of expensive advertising frills, wasteful, of both your money and mine. To price originations within reason — with the realization that while each honest breeder feels sure that every one of his releases will find a place in the Glad Hall of Fame very, very few actually do. And lastly not to spend countless hours and all that it entails nurturing specimens to unnatural or rather unusual or extraordinary growth for the sole purpose of collecting a drawer full of blue ribbons in competition with the very people expected to purchase my stock.

IN THE FIELD LAST SEASON

Patrician definitely proved itself this last season. It is truly a wonderfully fine lavender of exquisite color shade. Formidable was a real eye opener, perfectly clear clean smoky, looks a lot like Oklahoma but much larger and perfectly placed florets. Queberon grew to super giant proportions. Burma performed as never before. Micharlotte and Mid America were both super. Elizabeth the Queen, Golden State and Red Charm were in great demand with the florists as was Leading Lady and that old reliable Ethel Cave Cole. Again the row with the best percentage of perfect show spikes was Phantom Beauty.

GUARANTEE

Stock guaranteed to be free from disease and insects at the time of shipment, State inspected both in field and storage, thrifty and true to name.

Occasional errors are humanly possible, therefore, if any of the bulbs shall be found not as represented I will replace them, together with something extra to compensate for disappointments; or refund your money; BUT in no case will I be held responsible beyond the actual purchase price of the bulbs. Fine exhibition blooms are the result of a combination of superior heredity with perfect environment during growth; as I have no control over cultural treatment, fertility, climatic conditions, etc. No guarantee as to final results can be given however, great care has been taken to insure each bulb being clean, vigorous and true to name, ready under the proper conditions to produce for you some truly magnificent blossoms.

TERMS

Cash or C.O.D. shipment if preferred. Please do not order for less than \$2, as the sorting, packing and postage make such orders unprofitable. Extra counts in proportion to the earliness and the size of the order. As stock of most varieties is strictly limited, early ordering will insure better selections and avoid disappointments, and I will show my appreciation with more liberal overcount and often a bulb or two of the newer and more expensive sorts.

CULTURE

Do not plant Gladiolus too near buildings, trees or shrubbery. Plant larger size bulbs not less than 6 inches apart either in rows or in beds for maximum results, if in rows, the rows should be not less than eighteen inches apart. Plant six inches deep in light soils or three inches deep in heavy soils. The better the ground is prepared and the more plant food applied (preferably well rotted manure, cow manure if available) well mixed in, the fall before planting if possible, the finer your blooms will be, provided you cultivate frequently and plenty of water is forthcoming especially when they are spiking.

THRIPS

These tiny creatures will if once established, ruin your blooms no matter how well grown. Some people have grown Gladioli for years without being bothered by this pest, but they are simply fortunate. Don't take chances, start with clean bulbs, treat before planting and spray regularly during growth. If your bulbs are at all diseased, I recommend corrosive sublimate treatment before planting in the spring, one ounce to seven gallons of warm water as a solution in which to soak the corms overnight. We also use Lysol for dipping on the very early plantings.

VARIETIES

Remember it costs just as much time, money and labor to raise an out-dated, worthless variety as it does to raise a good one. Why not get rid of the worthless ones and get started with the better sorts adding a few of the newer ones each year. Many of the older ones are still tops, but some are being replaced each year by better ones to keep your garden up to date. Try as many new ones as you can find room and time for.

PRICE LIST

MICHALOTTE (Tunias Triump X Picardy)—Light flame red with narrow frosted edge on petals, usually formal type, very large wide open florets five to six open three showing color. A good rugged red that gives lots of bulblets. Priced where every one can afford to try out this fine gorgeous red.

LARGE.....35c ea. MED.....25c SMALL.....15c BULBLETS.....2c ea. \$1.25 per 100

Do not be deceived by the price: Michalotte will hold its own, in its color class with any glad now on the market regardless of price. Mr. Loubris of Massachusetts took two blues with it at Boston Show in 1947, the only time it had been exhibited on the show bench. This year Mr. Loubris did it again — 1st in the 3-Spike Open at Boston. ^{Ypu can too} Michalotte can also be obtained from Mr. Gaston Loubris, Wakefield, Mass., and from Mr. Milford Johnson, Dell Gardens, Canton, Minn.

COMING -- COMING -- COMING

Watch for my announcement in September magazine of Christmas Candy and Mary Cortelyou.

	One dozen at 10 times single price			
	Large	Med.	Small	Bulblets
ABAGAIL (Meyers) Fine new lavender, tall and straight	50c			5c each
ABU HASSAN (Holland) A dark violet blue. A must in its color		8c		
BADGER BEAUTY (Krueger) Very fine new lavender, not too large but a real beauty	8c	6c	4c	
BAGDAD (Palmer)—Smoky rose. Large, very fine	7c			
BEACON (Palmer)—Salmon scarlet with creamy throat, tall, many open at once. Still tops and one of the most beautiful ever grown	6c			
BENGASI (Cave)—Large light pink. Can be Ultra Fine	15c			
BERNADINE (Errey) A brilliant orange scarlet, sometimes 10 large florets open at once	\$1.00			5c each
BLACK OPAL (Errey, Australia)—Tall deep red. The famous exhibition red from down under the world	8c			
BERTY SNOW—Old time favorite, lavender	6c			
BLUE BEAUTY (Pfizer)—Best of all the blues to date	7c			
BLUE HORIZON—New much touted blue from down under. Equisite shade	75c each			10c each
BURMA (Palmer)—Very deep rose red, heavily ruffled. Some jumbo bulbs	10c			
BIG TOP (Rich)—Very tall, large, light pink	10c			
BETTY NUTHALL (Salsbach)—Warm coral pink with pale yellow throated blooms, many open at once, tall, strong stem	6c			
BINGO (Glad-A-Way Gardens)—Cream white and rose. Sport of Picardy. Something different and outstanding	8c			
CALICO QUEEN (Sommers)—A striking novelty, rightly named. Has received very favorable comment wherever shown	15c			
CANDYHEART—Swell pink, blotched throat	7c			
COLONIAL DAME (Barrett) A unique new lavender with dark almost smoky throat and frilled florets, a real beauty if I ever saw one	75c			10c each
CORONA—Large cream flesh and pink	6c			
ELIZABETH THE QUEEN (White)—The finest deep heavily ruffled lavender I've ever seen. A real knockout	8c	6c	4c	
EXPANSE (Hill) A Picardy seedling from Australia that looks like a real find	\$1.00			10c each
FAIRY BUTTERFLY (Sommers)—A beautiful golden pastel. Strong wiry stem that can be whipped on the table without loosening a floret. A real dandy for floral arrangements	15c			
ETHEL CAVE COLE (Cave)—A wonderful pink, perfect placement, great substance	8c			
FORMIDABLE (Errey)—Soft lavender grey overlaid with light salmon cream to pink.	\$1.50			25c each
GENGHIS KAHN (Scheer)—Large ruffled pure pink, a real beauty	25c			
GIANT CYCLAMEN (Higgins) Opens six to eight large ruffled rose purple florets, a little different color than anything else. Planting stock direct from Australia in '49	15c each			2c each
GOLDEN ARROW (Pruitt Bastian)—A clear light yellow that almost comes in the giant class. I believe this is the yellow that florists have been waiting for	15c	10c	6c	2c each
GOLDEN BEAUTY (Coats)—Very fine new yellow from Australia. Just a few on hand	60c			10c each
GOLDEN CHIMES—Fine large creamy yellow, somewhat ruffled	6c			
GOLDEN POPPY (Groff)—A buff yellow that is distinctly different in color as well as placement	5c			
HIGH FINANCE (Wilson)—Excellent large grey smoky	10c			
INTRUDER (Graff)—King of the deep reds	20c			
JACOBS DREAM (Johnson) This cream white sport of Marimba out of Minnesota seems destined to go places, larger and better than Marimba (No discount)	\$4.00	\$3.00	\$2.00	50c each
JEANETTE WHITE (Both) Tall ruffled light pink. A few bulblets				10c each
JUNIOR MISS (Canine)—Large formal salmon pink. Good commercial	8c			
KING LEAR (Palmer)—A dandy purple wine red. Silver edged	7c			
KING WILLIAM (Schensetsky)—Apricot Salmon with cream throat, some say better than Picardy	8c			
LAVENDER AND GOLD—A genuine dainty beauty, long strong wiry stem and color just like its name	7c each			
LEADING LADY (Johnston) This popular cream white sport of Picardy excels it in many ways and outsells it to the florist trade every day	10c			
MAID OF ORLEANS (Pfizer) Milky white with barely discernable cream tint in the throat. Probably the best all round white grown in quantity today	8c			
MAJESTIC (Rowse) A giant new red from down under that has taken many prizes	\$1.00			10c each
MAAMOTH OHIO (Wilson) A giant scarlet red with markings that still comes big	8c			
MARGARET FULTON—Old time favorite pink	6c			
MARGARET BEATON (Twomey) Very tall beautiful white with small throat blotch. Fine cutter	8c			
MAUVINA (Errey)—One of the finest Glads I've ever seen from Australia. Tall straight long headed clear lavender purple. A greatly improved Takina	\$1.00			20c each
MAX REGER—Fine orchid blue	7c			
MID AMERICA (Knierim) Light red giant, can be grown to immense size	25c			3c each

PRICE LIST — Continued

	One dozen at 10 times single price			
	Large	Med.	Small	Bulblets
MISS BLOOMINGTON (Kundred) Very early, tall straight, light yellow. A dandy-----	6c			
MISS WISCONSIN (Krueger)—One of the most beautiful rose pinks grown-----	12c	10c		
MOTHER KADEL (Kadel) Fine clear yellow-----	8c			
MRS. R. G. ERREY (Errey) Very tall extra dark red-----	75c			5c each
NECIA (Both) Deep pink with darker center somewhat ruffled and very beautiful-----	50c			5c each
OGARITA (Wilson) Extremely tall rose salmon, creamy throat. Very good-----	10c			
ORIENTAL PEARL (Carlson) The wonder flower of 1946. Very large, light cream apparently has everything and no faults-----	12c	10c		
PARADISE (Pruitt) Light apricot, medium height, very highly recommended-----	6c			
PAUL ROBESON (Cave) Tall dark red, long flower head, good increased. Excellent variety, despite the name-----	25c			5c each
PARNASSUS (Ristow)—Very good purple-----	7c			
PATRICIAN (Scheer)—Many current lists are quoting this outstanding new lavender at \$3 each. But I will do a lot better than that. My stock is young, vigorous and healthy (no signs of any virus), going at plebian prices-----	\$1.00	75c	50c	10c each
UNIT PRICE (2 large, 3 medium, 1 small and 1 doz. bulblets)-----	\$5.00			
PHANTOM BEAUTY (Bastian)—This is a very light pink, almost a cream, good large wide open florets, ten and sometimes twelve open at once, perfectly placed on a perfect stem-----	15c	12c	8c	2c each
PHYLIS McQUISTON—An old timer but still one of the finest, most reliable pink cutters-----	7c each			
PICARDY (Palmer) The old champion of salmon pink-----	7c			
PROSPERITY (Silvia) A ruffled sport of Picardy that is different in growth and color both, a wonderfully fine new sort-----	50c	35c		
PURPLE SUPREME (Wilson) Newest tall purple-----	8c			
QUEBERON (Errey) Apricot with creamy yellow throat. This will grow disgustingly large both as to plant and flower-----	\$1.00			20c each
RADIANT (Errey)—Brilliant scarlet with cream throat-----	50c			10c each
RED CHARM (Butt)—Very fine medium red-----	10c	8c		
RIALGAR (Errey)—Giant formal exhibition Glad. Orange and chrome blending-----	15c	10c	8c	3c each
ROSA VAN LIMA—Early light pink, a dandy. Fine florist flower-----	6c			
SHIRLEY TEMPLE (Pruitt) Immense ruffled cream with somewhat deeper tinted throat, very strong grower and although it crooks it's still a beauty-----	8c			
SIBONEY (Allen) Very gorgeous rose lavender of mammoth proportions-----	60c			10c each
SNOW PRINCESS (Pfizer) Improved Maid of Orleans-----	7c			
SPOTLIGHT (Palmer) Clear bright yellow with scarlet blotch. A great addition to this color class-----	10c	8c	6c	1c each
STORM CLOUD—A beauty from Australia in the rose smoky type-----	20c			3c each
SUNKIST (Errey)—Beautiful clear orange. Recent beauty from Australia-----	20c			3c each
SUNLIGHT (Spiller)—Rose pink and orange. Healthy grower and a real beauty-----	20c			3c each
SUPREME BEAUTY (Bastian) New deep salmon pink with light center, very large florets, many open at once, one of the best late releases-----	50c	40c	30c	5c each
TUNIAS MAHOMET (Both) Excellent velvety plum rose smoky with good habits and large blooms-----	10c	8c		2c each
VISTA BONITA (Ellis) Large pink, very heavy-----	8c			
WHITE GODDESS (Roberts) Very vigorous beautiful new white. A comer-----	75c			10c each
WHITE GOLD (Scheer) Very large early cream-----	8c			
WHITE WINGS (Errey)—Tall medium decorative all white. Most promising all around white out of Australia. A few bulblets-----				10c each
WINGS OF SONG (Ellis) Large rose pink, lighter throat, a real dandy-----	8c			
YELLOW PARADISE (Canine) A true Paradise that comes in a beautiful light yellow-----	7c			
SELECT HAND MIXED-----	60c per dozen			

Stock of some varieties is very small and listed subject to previous sale.

1950 BONUS OFFER


Have set aside fifty fat solid medium to large Patrician bulbs grown this season from bulblets. The first fifty orders from this list for \$7 or over get one ~~one~~ of the Patrician bulbs in addition to any other extras. There are no strings to this offer, if you order \$7 worth of Patrician you will get the Patrician bulb extra just the same.

SPECIAL BULBLET OFFERS

- NO. 1—ALL AUSTRALIAN. 2 Mauvina, 10 Rialgar, 10 Sunkist, 1 Formidable, 2 Queberon, 1 Blue Horizon, 10 Giant Cyclamen, 2 Bernadine and 1 Expanse Bulblets for ----- \$2.00
- NO. 2—12 Patrician, 10 Phantom Beauty, 10 Paul Robeson, 10 Mid America, 10 Micharlott and 5 Supreme Beauty bulblets for ----- \$2.00
- NO. 3—2 Colonial Dame, 2 White Goddess, 10 Micharlott, 10 Paul Robeson, 10 Golden Arrow, 5 Supreme Beauty, 10 Rialgar and 1 Jacobs Dream Bulblets for ----- \$2.00

WILL QUOTE ON BULBLETS ON REQUEST IF WE HAVE WHAT YOU WANT

IF YOU find my corms a superior product, please recommend them to your friends—
Yours for success with GLADIOLI, the FLOWER SUPREME!

 Join a "Glad" Society — have your friends join NOW . . . There is no greater bargain in all the "Glad" world than a membership in the New England Glad Society